

## FIGURE 1A

Library of Constructs  
Comprising Cis Element and  
Reporter Sequence **102**

↓ Transfect Library into Cell **104**

Transfected Cell Library  
**106**

↓ Transcribe Constructs in Cells **108**

↓ Isolate mRNA of Transcribed Constructs **110**

↓ Convert mRNA to cDNA **112**

↓ Characterize cDNA **114**

↓ Identify cis elements associated with reporter  
sequences encoding characterized cDNA and  
identify activated transcription factors based  
on identified cis elements **116**

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## FIGURE 1B

Library of Constructs  
Comprising Cis Element and  
Reporter Sequence **102**

↓ Transfect Library into Cell **104**

Transfected Cell Library  
**106**

↓ Transcribe Constructs in Cells **108**

↓ Express Reporter Proteins Encoded By  
mRNA from Transcribed Constructs **118**

↓ Identify expressed reporter proteins, identify  
cis elements associated with expressed  
reporter proteins, and identify activated  
transcription factors based on identified cis  
elements **120**

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**FIGURE 2**

Transcription Factor	Name	Cis-Element	Reporter Sequence
AP1	PP01	CGCTTGACTCAGCCGGAA [SEQ ID NO: 1]	GTCGTTTACAACGTCGTGACTGGGAAACC CTGGCGTTACCCAACTTAATCGCCCTTGACAGC ACATCCCCCTTCGCCAGCTGGCGTAATAGC GAAGAGG [SEQ ID NO: 31]
AP1	PP02	TTCCGGCTGAGTCATCAAGCG [SEQ ID NO: 2]	CCCGCACCGATCGCCCTTCCCAACAGTTGCG CAGCCTGAATGGCGAATGGCGCTTTCCTGG TTCCGGCACCAAGCGGTGCGGAAAGCT GGCTGGA [SEQ ID NO: 32]
AP-2	PP03	GATCGAACTGACCGCCCGGCCCGT [SEQ ID NO: 3]	GTGCGATCTTCTGAGGCCGATACTGTCGTC GTCCCTCAAACTGGCAGATGCACGGTTACG ATGCGCCCATCTACACCAACGTAACCTATCC CATTACG [SEQ ID NO: 33]
AP-2	PP04	ACGGGCCGGGGTTCGATC [SEQ ID NO: 4]	GTCAATCCGCCGTTTGTCCACGGAGAATC CGACGGGTGTTACTCGCTCACATTTAATGTT GATGAAAGCTGGCTACAGGAAGGCCAGACG CGAATTA [SEQ ID NO: 34]
ARE	PP05	GTCTGGTACAGGGTGTCTTTT [SEQ ID NO: 5]	TTTTGATGGCTTAACTCGGCGTTTCATCTG TGGTGCAACGGCGCTGGTCGGTTACGGC CAGGACAGTCGTTTGCCGTCTGAATTTGACC TGAGCGC [SEQ ID NO: 35]
ARE	PP06	AAAAGAACCCTGTACCAGAC [SEQ ID NO: 6]	ATTTTACGCCCGGAGAAACCGCCTCGCG GTGATGGTGCTGCGTTGGAGTGACGGCAGTT ATCTGGAAGATCAGGATATGTGGCGGATGAG CGGCATT [SEQ ID NO: 36]
Brn-3	PP07	CACAGCTCATTACGCGC [SEQ ID NO: 7]	TTCCGTGACGTCGTGCTGCATAAACCGA CTACACAAATCAGCGATTTCATGTTGCCACT CGCTTTAATGATTTTCAGCCGCGCTGTACT GGAGG [SEQ ID NO: 37]

FIGURE 2 (cont.)

<b>Brn-3</b>	PP08	GCGCGTTAATGAGCTGTG [SEQ ID NO: 8]	CTGAAGTTCAGATGTGCGGCGAGTTGCGTGA CTACCTACGGGTAACAGTTCTTTATGGCAG GGTGAAACGCAGGTCGCCAGCGGCCACCGCG CCTTTCGG [SEQ ID NO: 38]
<b>C/EBP</b>	PP09	TGCAGATTGCGCAATCTGCA [SEQ ID NO: 9]	CGGTGAAATTATCGATGAGCGTGGTGTAT GCCGATCGGTCACACTACGTCTGAACGTCCG AAACCCGAAACTGTGAGCGGCCGAAATCCC GAATCTC [SEQ ID NO: 39]
<b>C/EBP</b>	PP10	TGCAGATTGCGCAATCTGCA [SEQ ID NO: 10]	TATCGTGGGTGTTGAACTGCACACCGCCG ACGGCACGCTGATTGAAGCAGAACCTGCGA TGTCGGTTTCCGCGAGGTGCGGATTGAAAT GGTCTGC [SEQ ID NO: 40]
<b>CBF</b>	PP11	AGACCGTACGTGATTGGTTAATCTCTT [SEQ ID NO: 11]	TGCTGCTGAACGGCAAGCCGTTGCTGATTCTG AGCGGTTAACCGTCACGAGCATCCTCTG CATGGTCAGGTCATGGATGAGCAGACGATGG TGCAGGA [SEQ ID NO: 41]
<b>CBF</b>	PP12	AAGAGATTAACCAATCACGTACGGTCT [SEQ ID NO: 12]	TATCCTGCTGATGAAGCAGAACAACCTTAACG CCGTGCGCTGTTCCGATTATCCGAACCATCC GCTGTGGTACACGCTGTGCGACCGCTACGG CCTGTAT [SEQ ID NO: 42]
<b>CDP</b>	PP13	ACCCAATGATTATTAGCCAATTTCTGA [SEQ ID NO: 13]	GTGGTGGATGAAGCCAATATTGAAACCCACG GCATGGTGCCAATGAATCGTCTGACCGATGA TCCGCGCTGGCTACCGCGGATGAGCGGAACG CGTAACGC [SEQ ID NO: 43]
<b>CDP</b>	PP14	TCAGAAATTGGCTAATAATCATTGGGT [SEQ ID NO: 14]	GAATGGTGCAGCGCGATCGTAATCACCCGAG TGTGATCATCTGGTCGCTGGGGAATGAATCA GGCCACGGCGCTAATCACGACGCGCTGTATC GCTGGAT [SEQ ID NO: 44]
<b>c-Myb</b>	PP15	TACAGGCATAACGGTTCGCTAGTGA [SEQ ID NO: 15]	CAAATCTGTCGATCCTTCCCGCCCGGTGCAG TATGAAGCGCGGAGCGCACACACCGGCC ACCGATATTATTGCCCGATGTACGCGCGCG TGGATGAA [SEQ ID NO: 45]

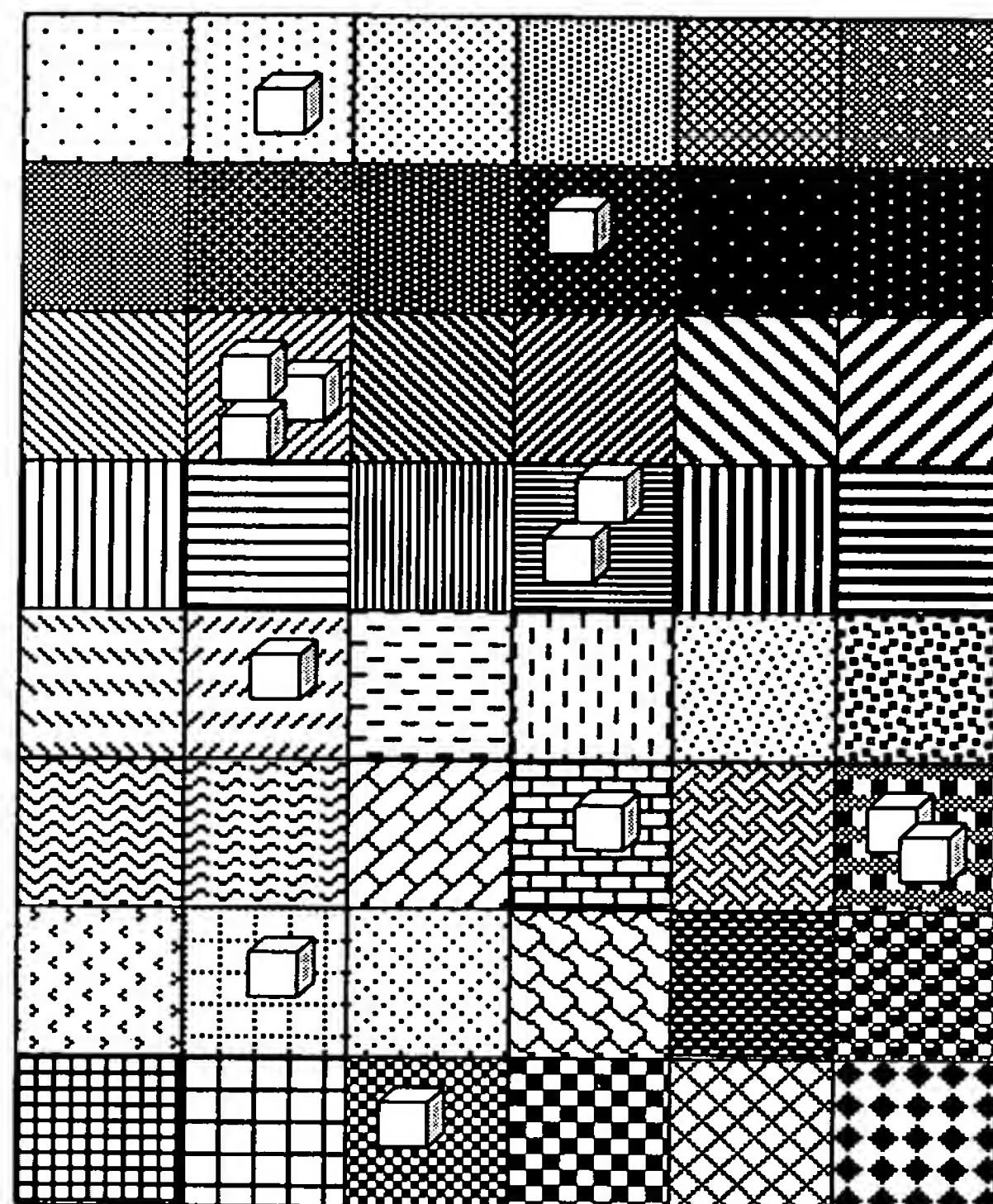
**FIGURE 2 (cont.)**

<b>c-Myb</b>	PP16	TCACTACGGAACCGTTATGCCTGTA [SEQ ID NO: 16]	GACCAGCCCTCCCGGCTGTGCCGAAATGGT CCATCAAAAATGGCTTTCGCTACCTGGAGA GACGCGCCCGCTGATCCTTTGCGAATACGCC CACGCGA [SEQ ID NO: 46]
<b>CREB</b>	PP17	AGAGATTGCCCTGACGTCAGAGAGCTAG [SEQ ID NO: 17]	TGGTAACAGTCTTGGCGGTTTCGCTAAATA CTGGCAGGCGTTTCGTGAGTATCCCCGTTTA CAGGCGGCTTCGTCTGGACTGGGTGGAT CAGTCGCT [SEQ ID NO: 47]
<b>CREB</b>	PP18	CTAGCTCTCTGACGTCAGGCAATCTCT [SEQ ID NO: 18]	GATTAATATGATGAAAACGGCAACCCGTGG TCGGCTTACGGCGGTGATTTTGGCGATACGC CGAACGATCGCCAGTTCTGTATGAACGGTCT GGTCTTT [SEQ ID NO: 48]
<b>E2F-1</b>	PP19	ATTAAAGTTTCGGCCCTTTCTCAA [SEQ ID NO: 19]	GCCGACCGCACGCCGCATCCAGCGCTGACG GAAGCAAAACACCAGCAGCAGTTTTTCCAGT TCCGTTTATCCGGGCAAAACCATCGAAGTGAC CAGCGAAT [SEQ ID NO: 49]
<b>E2F-1</b>	PP20	TTGAGAAAGGGCGCGAAACTTAAAT [SEQ ID NO: 20]	ACCTGTTCCGTCATAGCGATAACGAGCTCCT GCACTGGATGTTGGCGCTGGATGGTAAGCC GCTGGCAAGCGGTGAAGTGCCTCTGGATGTC GCTCCACA [SEQ ID NO: 50]
<b>EGR</b>	PP21	GGATCCAGCGGGGCGAGCGGGGCCA [SEQ ID NO: 21]	AGGTAACAGTTGATTGAACCTGCCCTGAACCTAC CGAGCCGGAGAGCGCCGGGCAACTCTGGC TCACAGTACGCGTAGTGCAACCGAACCGGAC CGCATGG [SEQ ID NO: 51]
<b>EGR</b>	PP22	TGGCCCCGCTCGCCCCCGCTGGATCC [SEQ ID NO: 22]	TCAGAAGCCGGGCACATCAGCGCCCTGGCAG CAGTGGCGTCTGGCGGAAACCTCAGTGTGA CGTCCCCCGCGCGTCCCACGCCCATCCCCG ATCTGACCA [SEQ ID NO: 52]
<b>ERE</b>	PP23	GTCCAAAGTCAGGTCACAGTGACCTGATCAAAGTT [SEQ ID NO: 23]	CCAGCGAAATGGATTTTGCATCGAGCTGGG TAATAAGCGTTGGCAATTTAACCGCCAGTCA GGCTTTCTTTCACAGATGTGGATTGGCGATAA AAAACA [SEQ ID NO: 53]

**FIGURE 2 (cont.)**

<b>ERE</b>	PP24	AAC TTGATCAGGTCAC TGTGACCTGAC TTGGAC [SEQ ID NO: 24]	ACTGCTGACGCCGCTGCCGATCAGTTCACC CGTGACCCGCTGGATAACGACATTGGCGTAA GTGAAGCGACCCGCATTGACCCCTAACGCCCTG GGTCGAA [SEQ ID NO: 54]
<b>Ets</b>	PP25	GGAGGAGGCTGCTTGAGGAAGTATAAGAAT [SEQ ID NO: 25]	CGCTGGAAGCGCGGGCCATTACCAGGCC GAAGCAGCGTTGTTGCAGTGCACGGCAGATA CACTTGCTGATGCGGTGCTGATTACGACCCGC TCACGCGT [SEQ ID NO: 55]
<b>Ets</b>	PP26	ATTCTTATACTTCCTCAAGCAGCCCTCCTCC [SEQ ID NO: 26]	GGCAGCATCAGGGGAAACCTTATTATCAG CCGGAAACCTACCGGATTGATGGTAGTGGT CAAATGGCGATTACCGTTGATGTTGAAGTGG CGAGCGA [SEQ ID NO: 56]
<b>Ets-1/PEA3</b>	PP27	GATCTCGAGCAGGAAGTTCTGA [SEQ ID NO: 27]	TACACCGCATCCGGCGCGGATTGGCCTGAAC TGCCAGCTGGCGCAGGTAGCAGAGCGGGTA AACTGGCTCGGATTAGGGCCGCAAGAAACT ATCCCGAC [SEQ ID NO: 57]
<b>Ets-1/PEA3</b>	PP28	TCGAAC TTCCTGCTCGAGATC [SEQ ID NO: 28]	CGCCTTACTGCCGCTGTTTTGACCGCTGGG ATCTGCCATTGTCAGACATGTATACCCCGTAC GTCTTCCCGAGCGAAACGGTCTGCGCTGCG GGACGC [SEQ ID NO: 58]
<b>FAST-1</b>	PP29	CGGATTGTGATTGGCTGTAC [SEQ ID NO: 29]	GCGAATTGAATTATGGCCACACACAGTGGCG CGGCGACTTCCAGTTCAACATCAGCCGCTAC AGTCAACAGCAACTGATGGAAACCAGCCATC GCCATCT [SEQ ID NO: 59]
<b>FAST-1</b>	PP30	GTACAGCCAATACACAATCCG [SEQ ID NO: 30]	GCTGCACGCGGAAGAAGGCACATGGCTGAA TATCGACGGTTCCATATGGGGATTGGTGGC GACGACTCCTGGAGCCCGTCAGTATCGGCG GAATTACAG [SEQ ID NO: 60]

FIGURE 3



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